

The Star

The County

per.

SUBSCRIPTION \$2 PER YEAR—ALWAYS IN ADVANCE.

BAY ST. LOUIS, MISSISSIPPI, SATURDAY, JANUARY 2, 1926.

36TH YEAR—No. 1

MARKHAM IS CREDITED N COAST BOOM

Somewhat Romance of Old South Awakens to New Note. Modern Progress—Quickening of Railroad Service Cause of the Stir.

Gulfport, Miss., Dec. 26.—Markham, empire builder. That's the way Mississippi Gulf Coast folks come to speak of Charles H. Markham, president of the Illinois Central Railroad. To prove their statement, they say: "Look at us."

The Mississippi Coast, which for two centuries has exemplified the historic and romantic of the Old South, is stepping out in competition with Florida. Its semi-tropical sunshine and moss-covered live oaks have suddenly been augmented by an influx of commerce, industry, road building, public improvements and outside investments.

Markham is credited with making all this possible through the Illinois Central's purchase of the Gulf and Ship Island Railroad, and the inauguration of "through" 24-hour service from Chicago to the Mississippi Coast and 19-hour service from St. Louis to the Coast.

This took place last summer. Almost overnight Bay St. Louis, Pass Christian, Long Beach, Gulfport, Biloxi, Ocean Springs, Pascagoula and Moss Point, cities which have long been Southern summer resorts, have come to the fact that unusual things were going on. The docks at Gulfport, which for years hadn't been touched by more than one or two ships a day, were now being visited by a steady stream of liners. The Gulfport wharf, receiving, loading and unloading of goods, was a busy place.

The Mississippi Coast is taking stock of the possibilities of all this, discovered itself to have been made, overnight, the closest potential winter playground to the northward middle west, to which territory it had formerly been "inaccessible" owing to poor railroad connections.

With the distinction of being the South's oldest playground firmly in its possession, the Mississippi Coast, by virtue of this discovery, learned it could be a winter resort for that part of the west about Memphis. A real estate man, or anyone of the scores of resort owners, having a purely commercial attitude on the matter, may have conceived the idea, but, anyway, the idea "took." Summer colonies from Louisville, Nashville, New Orleans and Memphis are supplemented now by winter colonies from Chicago, Kansas City, Detroit, St. Louis, Cincinnati and Indianapolis. A man who has been to the reservation is simply "out of luck" in his hunt for a hotel room after 6 p. m.

Real estate values and civic ambition went up together. Path farmers and plantation owners, as well as smaller city property owners, who were long land-poor, are now finding their wealth double between sunset and sunrise, and then redouble. While some real estate speculation and "kiting" is going on—such a thing is regarded as unavoidable—the Mississippi Coast Club, which has just been organized as a Mississippi Coast-wide Chamber of Commerce, is making a substantial effort to head off any speculation that will make the final prices out of proportion to the earning power of the property. The club, composed of merchants, bankers, lawyers, doctors, etc., is instead starting with a \$100,000 appropriation for advertising designed to bring in new industries and development investments.

OUTSIDE DAILY NEWSPAPER SEES NECESSITY

Of Mississippi Modifying Some and Repealing Other State Laws. Chunks of Wisdom From a Neighboring State.

Excepting Governor Whitfield and a few others see little or no need of modifying some and repealing other State laws, which power is granted to the Mississippi Legislature, which convenes in biennial session next week.

Such representative and influential hebdomadals as the New Orleans Daily States carried an editorial Wednesday afternoon in which it corrected its defective and evil laws that menace our prosperity and cut at the very vitals of the success of State and people. Among other things, says the New Orleans States: "Mississippi must do as she hopes to capitalize greater advantages than Florida, presently the Mecca of the wealth of the country. Among them are the laws for the more reasonable protection of capital."

Continues the States: "Mississippi ought to repeal her income tax law, which, however mild in character, isn't an inducement to capital."

"She ought to radically modify her archaic anti-trust laws."

"She ought to do away with her revenue agent, which has done her infinite harm."

"She ought to revise her financial scheme."

"She ought to do many other things to dissipate the idea abroad that she is not keeping step with the progress of other Southern States."

"The deliberations of the coming session of the Legislature will attract attention all over the country. Its personnel includes many very able men who have a full recognition of the State's needs and how they may be best achieved. We hope their influence will be such as to write next year a legislative record fulfilling the prediction that the results of the coming session will prove to be the most constructive in the last half century."

NOTED VAUDEVILLE TROOP BROKEN BY MARRIAGE IN REUNION.

Seven Gather at Home of Mrs. R. T. Ferguson, Port Arthur, Texas, For Christmas Get-Together, After Long Overland Drive.

Port Arthur (Texas) News.

Reunion of the family of Mrs. R. T. Ferguson, 201 Third, brings together a vaudeville troupe which played to houses all over the United States and was crippled when one of the members married, four years ago.

Mr. and Mrs. H. W. Pate, R. J. Pate, Miss Myrtle Pate, Mrs. C. B. Foster and W. Miller arrived in Port Arthur from Caro, Mich., making the trip by automobile to spend the holidays. L. B. Bangard, of Houston, is expected to arrive here in time for Christmas.

Mrs. Pate and Mrs. Ferguson are sisters. Mrs. Foster is Mrs. Pate's daughter, and the member of "The Four Bangards, blue devils of music," former Keith circuit team, which was reduced to "Three Bangards" when she married. Accompanying her is her two-year-old son, Eric.

Eric's son, and single daughter, form a team which plays xylophone, saxophone, violin and piano.

The elder Pate began his stage career at the age of 15, 42 years ago when he joined the original Zera Semon troupe, then touring Canada and later the United States and Canada. Zera is father of Larry Semon, picture comedy star, Pate says, and added that he had held him on his knees many times when Larry was a youngster.

R. J. Pate didn't finish his education, but joined his father's troupe, which operated several years under the name of the "Pate Family." They played at the Elks Theatre here eleven years ago.

The family has played together for 18 years. The younger Pate is 31 years old. Mrs. Pate has never taken part in the stage activities of her family.

One of the purposes of the Pates' visit to Port Arthur is to watch Miss Martha Ferguson, 13, a talented little dancer, who wants a stage career. They will be here during the holidays.

FLINT WILSON PAYS TRIBUTE TO THE MISSISSIPPI PRESS

Says It Is Potent Power for the Development and Good of State. Gives Credit To Whom Credit Is Due—Says Weekly Has Mission to Fill.

Flint Wilson, an authority on publicity, and with the Mississippi State Board of Development has issued a statement which has received approval and warm commendation by the thinking public generally for the thoughts he expressed therein, and for giving the weekly press the credit which it is not always properly given. Mr. Wilson's article follows:

"Twice a day we send to the post-office for mail. When the boy returns he usually has a bundle of papers under his arm. They are all Mississippi papers, too. Small community weeklies, and daily editions from the larger cities. We take the mail, and we read them as they come."

"There is something different about reading the compiled press of the State, there is something gained from it that one does not get by reading one or two papers. Every week the press of the State, in effect, passes in panoramic procession, and we read it as it goes. The editorial columns, the local news and general items of interest."

"It is like a big pictorial chart of the State with the different sections, the different pursuits that people are engaged in, and it reflects simultaneously the true character of the State. One would not suppose from the reading of a few papers the great volume of thought, sympathetic teaching and loyal aggressiveness involved in this most important State industry. To one, however, who views the press completely, it reflects co-ordinated aggression, a sort of ambassador or guardian of the commonwealth."

"One of the most dominant evidences in the press of the State today is its sincere and persistent demands for a greater and better State based on constructive lines. There is an able sensing of the obligations and responsibilities upon which State building and State development is positively contingent, and the broad power of the press is forcefully maintained in its intense consideration of the fundamentals and ingredients necessary to State progress."

"Chronicle the opportunities that abound, seeing the pitfalls yet, and the constructive progress of the Mississippi press is playing an inimitable part in the building and re-adjusting of Mississippi in the new order of the progress demanded by the whole South. Closer scrutiny is being given the efforts of ambition and objective of the press as to their effect upon the State, and it is an alert sense of constructive progress that one must see in the Mississippi press that assures of its force in safeguarding the State's interest and its firm stand against the advance of ignoble forces."

"The rural weekly is as much responsible as the large daily. It has a proportionate mission to perform, a definite field to serve in the big scheme of things, and it is carrying out its responsibility eminently."

"One need not think of journalism as a passing quantity, because of the glaring presence of metropolitan newspaper combines. There is a greater journalism at work in Mississippi today than the average citizen will imagine. It is a journalism based first on the inimitable power of the press and it is using this power as a guardian of liberty, equality and fairness. It is asserting a needed proprietorship in its ceaseless task of promoting, through encouraging initiative, energy, application, appreciation of opportunities and the protection of State progress and prosperity and the development of these through sane leader and statesmanship."

"Credit to whom credit is due. It is not the state play of an individual effort that will entrench and protect the integrity and stability of Mississippi. It is that unconscious sense of teamwork prompted by an appreciation of constructive principles that 'brings home the bacon.' Such is the work of the Mississippi press."

"By one who knows and watches the effect of its force, this ability of the Mississippi press cannot be denied. Its efforts justify a unanimous toast from the people of the State: 'Keep up the good work and more power to you.'"

CARD OF THANKS.

I wish by this method to thank one and all who so promptly on Monday night came to my assistance in the time of fire and prevented further damage than that sustained. The fire company, neighbors and others were all so prompt in responding and helpful in their work. I am both thankful and appreciative.

MURRAY T. BANGARD.

DANCE PARTY AT LOGTOWN.

Mr. Horatio Weston and sister, Miss Lucille, jointly entertained their Bay St. Louis and Logtown friends at a dance party at the Masonic Hall, Logtown, Tuesday evening, and which easily proved one of the most successful of holiday and social events of the season. Several out-of-town guests participated in the pleasure of the affair.

A party of forty guests, headed by Mr. Coburn Weston, of Logtown, attended the New Year Eve party at the Buena Vista Hotel.

WALL STREET JOURNAL AND BAY ST. LOUIS.

Under the caption of "Mississippi Has a Resort Boom," the Wall Street Journal of December 4th devotes a column to the development of the Gulf Coast, the great interests of the Illinois Central Company since acquiring the Gulf and Ship Island Railroad properties and the gigantic possibilities in store for the near future in this Coastal region. The Journal quotes to full length the enormous rise in realty values, and the building program of hotel resorts for the accommodation of the rush to come.

Our great contemporary measures the Gulf Coast Riviera as but forty miles; it mentions all sections between Pascagoula and Pass Christian, and

Leaves Out Bay St. Louis. The writer of the above mentioned article reminds one of the man who ate through a coal and a diamond and ended by forgetting the diamond. A glance at a map of the Mississippi Coast will soon convince the party that there remains yet some beautiful stanzas to the Coastal song: A few miles west of Pass Christian the beautiful little Bay of St. Louis nestles into the shore line, making one of the prettiest little harbors along the entire Gulf Coast—two miles wide at its mouth, the Bay goes back for about five miles, where it is fed by two rivers, the Jordan and the Wolf, unsurpassed in natural beauty. Extending from the mouth of Jordan river, all along the pretty Bay and fronting the Sound for some ten miles, lies the twin cities of St. Louis and Waveland. The former boasts of a first class sea wall for her entire length.

Pne-Hills-on-the-Bay, with its great hotel in course of construction, and one of the finest golf courses in the country is located on the Bay of St. Louis.

The Gulf Coast Riviera will never be complete without Bay St. Louis, and in time to come when the proposed "Rim" Highway circles the pretty bay, she will be the brightest gem in the Coastal diadem.

Composed of high, well drained land, having some of the finest drinking water on earth, beautifully paved streets and excellent roads, and but one hour and twenty minutes from the metropolis of the South, Bay St. Louis has every right in the world to be recognized in the order of things.

A direct connection with the other cities along the Coast will be affected as soon as the Old Spanish Trail bridge is completed in this coming year. This bridge will serve a dual purpose, quick transportation across the bay and in conjunction with the L. & N. bridge act as a breakwater, making the Bay one of the best and safest harbors along the Coast.

It will not take long for the natural advantages of Bay St. Louis to assert themselves, and when they do, the world will wonder how they missed it.

The editor of the Wall Street Journal is given a coal in the hat to visit us whenever "Down South." He will do so to learn that it will prove to his advantage. He will do so and if honest will find it in justice to Bay St. Louis, one of Seven Coastal Cities. How can one wonder of the six cities of the Coast? We cannot charge malice, but we do charge gross injustice or careless omission. We refrain from charging ignorance. If not malice, then what?

JOHN O'NEIL FOR CITY MARSHAL.

Former Deputy City Marshal Announced in This Issue of Echo for Office City Marshal—Running on His Past Record.

John O'Neil is announced in this issue of The Star as a candidate for the office of City Marshal, and is making the race on his record as deputy city marshal, which position as public guardian he held quite a while and with general satisfaction.

Mr. O'Neil has served the city efficiently, a man always on the job, and it is needless to say if he is elected marshal he will serve fully up to a measure that would prove of satisfaction. He is alert, wide-awake and always proven fearless in the discharge of his duties. He well realizes the responsibility of a public trust and strictest attention. He has many friends and acquaintances over the city. He has been urged to run and is receiving liberal support.

We commend his candidacy to the serious consideration of the voters.

DELIGHTFUL HOLIDAY EVENT.

A delightful event of the holidays was the dance given on Christmas night at the Hotel Waveland, by Arthur Favre, of Bay St. Louis, and Miss Dorothy Weston, of Logtown, joint hostesses, who entertained quite a large number of the younger and married set. There were many out-of-town guests who had come for the occasion. An orchestra from New Orleans was here for the occasion and the party as a whole and from an individual point of view was thoroughly successful. Dancing continued until past the midnight hour. Following the dance, Mr. and Mrs. W. W. Seal entertained a number of their Logtown friends and others at a breakfast, served at their home in Carroll avenue.

LINE TAX TO BE RECOMMENDED

State Auditor Riley Will Make Recommendation to Legislature on Extensive Research—Report Will Be Made To Legislature.

A press report from Jackson says that an exhaustive study of the cost of collection and the systems used in checking gasoline tax payments in every State in the Union has been completed by State Auditor George W. Riley, and will be tabulated for the Legislature in considering recommendations of the auditor.

Mr. Riley is making an intensive study of the various systems and their effectiveness and expects to complete his recommendations by January 1, 1926. The information was obtained from the official in charge of gasoline tax collections in the various States, and is given in great detail in the tabulation.

Mississippi now checks payments of gasoline tax from reports of the carriers. This system, according to Mr. Riley, is not altogether satisfactory, and can be improved upon from the suggestions in hand. Some of the States use a system of auditing the books of the wholesalers of gasoline.

The report prepared for the Legislature will show the amounts collected during the last fiscal year, the tax per gallon, the cost of collection, the number of men used in making the collections, the gasoline exempted from taxation, the disposition of the revenue derived from the gasoline tax, the penalty for non-payment of taxes, and the system used in checking the payments.

The State of Mississippi collected \$2,307,230.14 from the gasoline tax during the last fiscal year, the report shows. The cost of collection was \$1,800, the salary of one office clerk amounting to approximately two and one-half millions of dollars each year. I am laying a tabulation before the State Legislators in order that they may have an opportunity to see the methods and effectiveness of the systems used in the other States, and that they may be better able to work out a solution."

In addition to the information obtained on the gasoline taxes, Mr. Riley has tabulated data in regard to the cost of automobile license tags in other States.

This report shows that the contract secured by the State of Mississippi is as good as that of any State in the Union and below the cost of a large number. The assembling of the information as a base of comparison of the cost of approximately \$20,000 on the license plate contracts. Mr. Riley pointed out.

The tabulation shows the size, gauge and price of the license plates in the various States, the manufacturer, the method of distribution, number of men employed in making the distribution and the salaries per month. In some of the States the contract price was more than in Mississippi, but with a lower cost of distribution.

BEAUREGARD FAVRE DIES AT GULFPORT.

Was Well Known in Bay St. Louis and Hancock County—A Brother of the Late Mrs. C. C. Gray—Father of Mrs. Osborn, at Logtown.

The many friends and acquaintances of Beauregard Favre, formerly of Hancock county, but of recent years a resident of Gulfport, where he was engaged in business, will regret to learn of his death. Shortly before his death he was stricken with a fatal attack of paralysis and his condition was hopeless. He passed away at his home in Gulfport, and at the time was surrounded by members of his immediate family and other relatives.

The funeral took place from the residence of his brother, T. M. Favre, at 1718 Twenty-fifth avenue, Rev. W. J. Ferguson, pastor of the First Methodist Church, conducting the ceremony. Interment was at Evergreen Cemetery, Gulfport.

Was Native of Bay St. Louis. Mr. Favre was born March 18th, 1862, in this city. He is survived by his wife, Mrs. Lena Favre, an infant son, Beauregard, Jr., and by four children from a former marriage. These are: Mrs. A. D. Osborn, of Logtown; Mrs. G. Taravault, of Kilm; Horatio Favre, of Kilm, and Arthur Favre, of 42nd avenue, Gulfport. His brother, T. M. Favre, resides in Gulfport. There are a number of grandchildren and more distant relatives who mourn him. Mr. Favre has been a resident of Gulfport for many years and has many friends who will learn of his death with more than ordinary regret. The Echo sympathizes with the bereaved ones.

—Mr. and Mrs. Leonard Frazz spent the New Year season in New Orleans, stopping at the hotel of their daughter, Mrs. McMahon, in Canal street.

C. GREER MOORE ON EXECUTIVE BOARD.

Elected by Mississippi Coast Club and Represents Bay St. Louis—Needham Advertising Company Capable Publicist.

Recent sum was Greer Moore, Bay St. Louis. George Moore, Jr. of Gulfport, is president of the club; Eugene Fly, of Gulfport, sec. 2, and A. L. Jagoe, of Gulfport, treasurer. The vice presidents represent: 2 each of the Coast towns during the campaign for the \$100,000 fund, have been named as the executive committee, as follows: Edgar Beale, Biloxi; Leo Moody, Long Beach; Vassar Anderson, Gulfport; C. Greer Moore, Bay St. Louis; E. E. Lee, Ocean Springs; H. F. Gautier, Pascagoula and Moss Point, and E. J. Adam, Sr. Pass Christian.

The Mississippi Gulf Coast Club has closed the contract with Needham Advertising Company, of Chicago, for writing and placing approximately \$40,000 of advertising in newspapers of the middle west and northwest. The campaign will start January 5 and will continue for four months.

A contract was closed two weeks ago with Cory and Caylor of Chicago, public relations experts, who launched a publicity campaign December 15th.

The club will maintain offices in Gulfport and Biloxi. The general theme of advertising of the Mississippi Gulf Coast to the middle west and the diversity of resources in this section.

RESOLUTIONS OF RESPECT.

Whereas, it has pleased our Heavenly Father to remove from our midst Superintendent O. T. Harper, one of our most valued workers in the cause of education; We, the members of Hancock County Teachers' Association, wish to place on record the following resolutions:

First, The teaching profession has lost one of its most efficient workers, our city schools a splendid superintendent, our community a good citizen, and his family a loving husband and father.

Second, That we extend to the bereaved family our sincere sympathy in this hour of great sorrow and may this thought comfort them that he has entered upon that well earned rest that comes to those who have been faithful to their trust and that he has received the commendation of the Master, "Well done, good and faithful servant, thou hast been faithful over a few things; I will make thee ruler over many things; enter thou into the joy of the Lord."

"No more waiting—only resting. For life's harvest time is past. All its full sheaves are gained. All its full sheaves are safe at last. Hands that toiled for others. Now are folded ever more. And the treasure ship is anchored Close beside the shining shore."

Third, That a copy of these resolutions be sent to Mrs. Harper and may this be spread on the minutes of the association.

Signed: S. P. Powell, Mrs. W. W. Stockstill, Miss Ethel Powell, Committee.

YOUNG LADIES' MYSTIC SOCIETY GIVE ANNUAL DANCE.

Les Bohemmiennes of Bay St. Louis Entertain at Japanese Costume Dance at Bay Yacht Club.

The fashionable Bay-Waveland Yacht Club presented an animated and unforgettable scene Saturday night, on the occasion of the annual costume ball given by the Les Bohemmiennes of Bay St. Louis, and composed of the younger social set of ladies.

The brilliant and spacious club house presented a most inviting interior and the atmosphere was one that bespoke of old Japan. A huge canopy suspended from the ceiling carried vine branches and garlands to represent wisteria, and great clusters of this blossom in orchard and mauve colors gracefully fell in telling effect. The band stand was separated from the dance space with artificial chrysanthemum bushes laden with the "mums" noted for size and a riot of color.

The young lady members were wearing Japanese attire, with the black trousers and long blouses of gorgeously colored patterns and figures, some of cretonne and others of silk. Several of the costumes were satin, one more fetching than the others, a black embroidered in gold. The first five numbers were "call out" dances. "Fortunate were the young men thus favored, for the compliment was only exceeded by the pleasure of the dance with the fair one who had so chosen. The call-out and reception committee was composed of Emily J. Lacoste, Bernard Shields, Winfield Partridge, E. J. Dubuc, Chas. G. Moreau.

Excellent dance music was a feature of the all-too-short evening when the strains of "Home, Sweet Home" had become only a fond memory and lingered on the early morning atmosphere the unanimous opinion soon resolved that Les Bohemmiennes dance of 1925 was an unprecedented success.

A CARD.

W. H. Slinger, upholsterer, whilst wishing his numerous customers a Happy New Year, begs to thank the people of Bay St. Louis for his splendid reception and hopes by good work and good service to merit a continuance of the same. 109 Toulouse street, Bay St. Louis, Miss.

IMPROVEMENTS AT INN BY THE SEA UNUSUAL INTEREST

Has New Tower With Dome of Old Blue—Spanish Architecture Predominating Motif—Upper Story to Main Building Under Way.

A visit across Bay St. Louis to Henderson Point reveals considerable improvement at the new tourist hotel there.

Mr. Bacon, manager of the Inn-by-the-Sea, announces that extensive work is being done on the hotel building and on all the upholding. An upper story is being added to the main building and the tower will be completed within a few weeks. Six of the most beautiful stucco houses of the Coast are being erected to be used as annexes. Work had hardly begun on them when they were rented for the season. Mr. Bacon stated that guests were coming from all parts of the nation and that reservations were filed to the first of May. A dredge has been secured and sand is being pumped onto the grounds around the buildings. Private fishing grounds are being formed with the aid of the dredge. There will be fresh water as well as salt water fish, and the guests will be able to catch them, therefore adding to the pleasure.

The patio, facing the bay, formerly wire screened, is now glassed, and pipes throughout carry steam heat to all parts of the place. The main building, with its stucco walls recently tinted in pink and trimmed with old blue, makes a striking contrast. The gardens and plants within are attractive with their sub-tropical plants and shrubbery.

A representative of The Echo was a visitor to the Inn-by-the-Sea, and found all rooms taken, the tourist from the North and Middle West enjoying the Gulf Coast in winter.

DEATH OF ESTIMABLE WOMAN.

Mrs. Catherine Spornio Passes Away at Home in New Orleans, After Long Illness—Interment at Bay St. Louis Today.

Remains of Mrs. Catherine Olivari, widow of Andrew J. Spornio, who passed away at her home in New Orleans New Year's Eve, shortly before midnight, were conveyed to Bay St. Louis this morning on train No. 4, at 10 o'clock, for final funeral ceremony and interment.

From the depot the funeral cortege proceeded to the grave yard, where the remains of the late Mrs. Spornio, of our Lady of the Gulf, were laid to rest. The funeral was a quiet one, but the family consent was made to the final tomb of "L. Spornio."

The funeral this morning was noted for its many attendants and numerous floral offerings. Tributes of the esteem in which the deceased had been held.

Mrs. Spornio was a native of New Orleans, aged 69 years, and was a sister of the late Lazarus Olivari, for years prominent and successful merchant and leading citizen of Bay St. Louis, and also a sister of the late Mrs. Mathilde Spornio, also of this city.

The deceased was married in early life to Andrew J. Spornio, who preceded her to the grave some thirty-three years ago. She is survived by one daughter, Miss Julia Spornio, and two sons, Andrew J. and Oscar Spornio, residing in New Orleans.

The death of Mrs. Catherine Spornio is widely regretted. She was well known, both in New Orleans and Bay St. Louis. She resided here for a part of her life, only a few years since moving to New Orleans at the request of her children, who had grown up and wished a change of social environment of wider scope.

"She was a woman of wider scope, charming personality, well read and traveled. A wide circle of friends and acquaintances was hers, and it is with deep regret the passing away of this good and beloved woman is noted."

Many friends from New Orleans accompanied the remains this morning and attended the last obsequies. The Echo sympathizes deeply with the bereaved family in their loss.

LANG-MADER.

Beautiful Wedding Ceremony at Church of Our Lady of Gulf Monday Morning.

Miss Myrtle Mader, attractive and accomplished young daughter of Captain and Mrs. G. E. Mader, and Prof. Lang, of Northwestern University, at Lafayette, La., were married this morning at the Church of Our Lady of the Gulf at a special nuptial mass, 6 o'clock, Monday morning, December 28th, 1925.

The wedding breakfast followed the interesting ceremony after which Mr. and Mrs. Lang left for New Orleans and later Lafayette, where they will reside.

The bride is well and popularly known. A graduate of St. Joseph's Academy and later of Northwestern University, she is quite accomplished and endowed with charm and attractive personality.

The groom is a well known educator. He hails originally from St. Paul, Minn., where he is well known and a son of one of the oldest representative families of that section.

Mr. and Mrs. Lang left followed by the best wishes of many and congratulations on so happy an occasion.

THE SEA COAST ECHO
 ECHO BLDG.
 Thirty-Five Years of Publication
 Chas. G. Moreau, Editor and Publisher.
 Official Journal Board of Supervisors.
 Official Journal City of Bay St. Louis.
 Member National Editorial Association.
 Member State Press Association.
 Subscription Terms, \$2.00 Per Annum.
 Always in Advance.

Resolve that the news you make during 1926 will be fit to print.

A courageous woman scorns to hide behind her husband's Oxford bags.

Apparently the best asset a candidate can have is the need for vindication.

Scientists and others are gradually making us safe from everything except people.

Another paradox is that many climb to considerable heights by remaining on the level.

Crusades against extravagance in dress have eliminated much that was formerly worn.

By establishing a good line of credit one avoids the necessity of living within his income.

Correct this sentence: "I never think of business after I leave the office in the evening."

A church at Haines City, Fla., has installed rocking chairs instead of pews. Why not hammocks?

Few newspapers are ever so crowded for space that they will not give vice a little free advertising.

Ole Buck says we will never have silent drama until we hang the folks who read movie titles aloud.

An attractive view from the kitchen is suggested as another means of keeping the cook contented.

There are two sides to this prohibition question and we are beginning to suspect that both of them are wrong.

The Atlanta Constitution extols modesty, probably being inspired by the diffidence of its home town boosters.

A fairly accurate census of morons might be compiled from the subscription lists of certain magazines now enjoying wide popularity.

An exchange tells of a hard-boiled agent who ran a Christmas fruit cake through the family clothes wringer in an effort to squeeze out some evidence.

Protests have been made regarding the imposition of hunting and fishing license fees upon the Seminole Indians of Florida. Taxing Indians for such time-honored privileges seems to be carrying civilization a little too far.

In order to cope with the situation of increasing business in Biloxi, the Cumberland Telephone Company has added additional operators in their local exchange. Other improvements are going ahead in an effort to keep abreast with the times as the Mississippi Coast advances.

In writing of bandits who carried off a safe at Selma, Ala., broke it open with railroad tools, secured \$1,300 and made a clean get-away, a correspondent says: "It is believed that the robbery was committed by amateurs." When these fellows graduate into the professional class they will bear watching.

Values upon taxable property in Harrison county have increased \$6,899,994 over and above last year. Indications are, according to county officials, that payments of taxes this year will be prompt, as there have been many inquiries at the sheriff's office. Six thousand and eight hundred automobile tags have been received for 1926, some of which have already been disposed of, according to press information from Gulfport.

Reports from Mexico declare that 4,000 new rural schools are to be established in that republic during the present winter, mostly among the remote Indian population. Moving pictures and industrial training are also to be introduced, in accordance with promises made by President Calles, who appears to be making a sincere effort to improve the condition of his country.

United States Senator P. B. Harrison held the closest attention of a representative audience in the Gulfport Central High School Monday night, when he paid tribute to the late Woodrow Wilson as a feature of the memorial anniversary program arranged under the direction of R. L. Simpson, chairman. The senator is on the Coast to remain during the holiday week and expects to reach Washington to resume his duties in Congress when it reconvenes after the holidays. Other speakers were called upon, who eulogized the lamented war president. Appropriate music was included in the program. The gathering was one of great interest to the Mississippi Coast. It is well the people of the Mississippi Gulf Coast, too, pay tribute to the other 600 localities over the United States on Wilson's birthday.

FIGURE IT YOURSELF.

Sometimes a little illustration is worth more than a lot of argument, and so it happened in the case of a customer who thought his home merchant was asking too much for an article which he had priced at \$3.25. "Why," said the customer, "I can get the very same thing from a mail order house for \$2.89."

"Well," said the merchant, "it cost me more than that, but to show you that I'm a good sport I'll sell it on the same terms as the mail order house offers."

"Very well," said the customer, "deliver it to my house and send the bill the first of the month."

"Oh, no," replied the dealer, "mail order houses do not do business on credit. Fork over the cash."

The buyer paid the cash. "Now two cents for postage, and five cents for the money order."

Sheepishly the customer paid over the seven cents.

"Now 35 cents expressage."

"Well, I'll be hanged," exclaimed the customer, but he came across and then said: "Now give it to me and I'll carry it home and be through with this foolishness."

"Give it to you? This is not Chicago, and you'll have to wait a week, at least."

Then the merchant put the money in the cash register and the article back on the shelf, adding: "That makes \$3.31, so it has cost you six cents more than if you had paid my price in the first place, and you still have to wait a week."

MONUMENT TO EVE.

Robert Quillen, one of America's foremost paragraphers and editor of the Tribune, at Fountain Inn, S. C., has erected in his front yard a monument to his kinswoman, Eve, the reputed mother of the race.

The monument was executed by a local marble cutter, the design appropriately including a nicely carved apple, with twig and leaf, and bears the inscription: "In memory of Eve, the first woman."

Unfortunately, some of Mr. Quillen's neighbors "stared at the monument with incredulous horror," and criticized its propriety, according to his newspaper, in which he explained the motive which prompted him to erect the shaft.

He declared that Eve was a distant relative, so that the matter of the monument was purely a family affair. He also asserted that she was a fair and charming lady, deserving of a much finer monument than he had been able to provide for her, and he considered it almost incredible that in over 6,000 years none of her kinsmen had elected a stone to her memory.

But, as other members of her numerous family had not been consulting, we may understand how they feel about Mr. Quillen's taking upon himself the entire responsibility of honoring our ancestor. People are jealous like that.

WHAT ONE BOY DID.

Forty odd years ago a boy worker in a knitting mill saw the picture of a typewriter in an advertisement and formed the desire to write on one. He had never seen a real machine, for they were few in those days, but from the picture he made a keyboard for himself out of pieces of cardboard and practiced upon it so diligently that he later got a job as typist and was able to hold it.

Promotion for such a boy was naturally both sure and rapid. Each new position was used by him as a stepping stone toward a better one. A few weeks ago he reached the top.

His name is George H. Jones, recently elected chairman of the board of directors of the Standard Oil Company of New Jersey, one of the most important positions in the world of business and industry.

He is a living rebuke to the careless and incompetent worker, whose only ambition is to "get by" for the time being. While every boy cannot be expected to reach such a high place, all might greatly profit by the example of determination and industry set by George H. Jones.

BRIGHTER FARM HOMES.

From Coosa County, Alabama, comes a most pleasing report of the activities of a faithful and efficient home demonstration agent, Miss Gladys McCain.

She mentions that during the year 47 farm homes have been provided with effective home-made water systems, three farms have installed complete electric lighting arrangements, one constructed a sewer system, many kitchen cabinets and other home labor-saving devices were purchased, much painting was done, kitchens were arranged to save steps for the housewife, and other similar improvements were made to brighten these rural homes and lighten the labor of farm women.

All over the country the same sort of progress is being made, under the direction of trained demonstration agents, who also teach women and girls many domestic arts in a practical and helpful manner.

It is a noble work, which deserves to be encouraged and extended.

In ten months the Prudential Insurance Company has financed the construction of dwellings and apartments sufficient to accommodate 25,275 families.

SUPT. BOND'S PLAN NOT POPULAR.

People Do Not Approve of Idea to Tax Tobacco Products in Order to Raise Revenue for Schools.

There are many expressions against Superintendent Bond's plan to create funds by taxation of tobacco products for benefit of Mississippi schools.

The Crystal Springs Meteor says: "When we say that Superintendent Bond has made a grave mistake in preparing and recommending a sales tax on tobacco, we predict now, in advance of the convening of the Legislature in January, that he will realize his mistake when his pet proposed bill is reported from committee unfavorably; then he will also be reminded of the gravity of his mistake when he goes before the people in 1927 seeking continued honors from the people direct. Here in Copiah county we have talked with a large number of the people, both in town and from the rural districts, and we have yet to find a single taxpayer who is willing to endorse Mr. Bond's proposed sales tax."

A tabulation of marriages and divorces as compared with various Mississippi Coast counties shows the following interesting figures: In Harrison county in 1924 there were 549 marriages, against 576 for 1923, a falling off of 27, while in the divorce market there were 66 divorces in 1924, with 60 in 1923. In Jackson county, there were 295 marriages in 1924, an increase of four over 1923, when 291 were reported. In 1924, there were 10 divorces, as compared with 19 in 1923. In Hancock county, there were 160 marriages in 1924 and 138 in 1923, with 16 divorces in 1924 and 11 in 1923. In Stone county, 1924 contained 103 marriages, as against 75 in 1923, with 5 divorces in 1924, as compared with 6 in 1923.

Jackson will be the meeting place for the 1926 convention of the Mississippi Educational Association, according to the announcement made this week by B. P. Wiggins, Jr., manager of the Jackson convention bureau. The dates set by the executive committee of the association are April 29, 30 and May 1. The teachers' convention is one of the largest in the State, and between 800 and 1,000 delegates will attend its session.

It has been indignantly denied by a certain senator that speeches of presidents and other high officials are written by newspaper men employed for the purpose. In some cases the finished products strongly bear out the senator's contention that newspaper men had nothing to do with them.

Colonel Mitchell has been offered a job in connection with an aircraft enterprise at Muscle Shoals and another as editor of a Florida newspaper, so it appears that he will have no difficulty in finding something to do. Besides, there are the movies and the Chautauqua platform to be heard from.

Authorities at Notre Dame University have refused to approve the building of a modern athletic stadium until after additional class rooms and dormitories have been provided. And a lot of us thought all they did at Notre Dame was to graduate football players.

Reliable information has come to us that Florida has become a bit jealous of us. Tourists there seeking information on routes to the Mississippi Coast are being misinformed. They are being told that the Mississippi Coast is inaccessible; that one is compelled to go via Memphis and New Orleans to reach us here, and that the roads from here to St. Louis and Chicago are impassable. The great consolation we all get is that folks will learn the truth, and that time will reveal the perversity of this slander. Folks, even in Florida, are rapidly learning that the opportunities on the Mississippi Coast are more inviting than they were in Florida five years ago.—Gulf Coast Guide.

BUSINESS BRIEFS.

A world record was made by a new oil-electric car on the National Canadian Railway, which made a non-stop run of 2,937 miles at an average speed of 43 miles an hour.

Pennsylvania has nearly seventeen million laying hens, an increase of two and a half million in five years.

A billion matches a day are manufactured in the two cities of Oshkosh, Wis., and Baraberto, O.

There are 12,228 electric signs in New York's white way, using more than a million lamps, mostly of the 10-watt size.

Traction companies in the United States now operate nearly 5,000 busses in connection with street car service.

Officials of Jersey City are planning to buy a Pennsylvania anthracite coal mine outright, to be operated by the municipality.

During the year nearly 35 million passengers have been carried by the 8,510 cars owned by the Pullman Company.

House and apartment rents in New York are about 90 per cent greater than before the war, but have decreased slightly in recent months.

Each globe for the largest electric lamp costs \$300 and it has 100,000 candle power.

In the English Channel is the most powerful "fog horn" in the world, which may be heard for a distance of 30 miles.

FRANK A. MUNSEY.

Few men of Frank A. Munsey's wealth and prominence have maintained so close a touch with the public, have climbed so high in affairs without arousing either the jealousies or antagonisms of the people. Perhaps this is because from the beginning of his brilliant career in this publishing world Munsey counted on the public, catering to the great mass of the everyday people, gave them, at moderate prices, the average of quality that satisfied them.

His magazines were never great, but they were never low, and from the day he started his first publication on the traditional "shoe-string" the mass of the common sense readers were glad to spend their time, fifteen cents or quarter, feeling that Munsey was always trying, and almost always succeeding, in giving them their money's worth without ever attempting to use his publications to propagandize openly or secretly.

When later the publisher, growing enormously wealthy, entered the newspaper field he continued there the same plan, seeking with a skill nothing short of genius, and finding the happy medium.

He was never a hell-wrether of progress, and certainly will leave no mark on the permanent tablets of human thought, but as a stabilizer among the teeming millions of our vast republic his works were of immense value. Certainly the great powers of his many and varied publications placed in his hands he used with such discretion that it might be truthfully said that he used them not at all. Unlike the case of one of his late counterparts across the ocean, there never was occasion in America to fear or to combat the Munsey publications.—New Orleans Times-Picayune.

* WITH THE WITS. *

The Gay Nineties.

We call this a fast age, but there have been other fast ages. Years ago, when telephones were new, this conversation took place in the old home town:

"Helen, come over to my house this afternoon; we're going to play poker. Bring some money. Bring a lot of money. Bring half a dollar."—Kansas City Star.

Johnny Knew.

Johnny had been on the receiving end in a woodshed tragedy.

"There, there," his mother consoled him. "Papa didn't intend to whip you so hard. He only meant it as a joke."

"Humph!" sniffed Johnny. "So that's what they mean by slapstick comedy?"

Cloud Deadheads.

An optimistic Colorado farmer, on seeing some clouds floating by, remarked: "Well, I guess we're going to have some rain!"

"Aw!" said his pessimistic neighbor, an ex-railroad man, those are just empties coming back from Iowa." Exchange.

A Single Stroke.

"How did you acquire your fortune?"

"O, by a single stroke," said the poet.

"No, confessed the poet; 'of my paralytic uncle.'"

His Translation.

A young man had just returned from church. His father asked him what the text had been and he replied:

"I should worry, the quilt is coming."

The father could not understand this until the chap's sister, who was a little older, explained that her brother had not worded it quite correctly and meant to say: "Fear not, the Comforter cometh."

Same Old Story.

"Well, John, I see you're living in the country now."

"How do you like it?"

"Oh, pretty good; but it has its disadvantages."

"Why, what do you miss most?"

"The last train for home at night."

The Beginning!

Tom—Eve wasn't so old-fashioned at that.

Jerry—How do you figure that out?

Tom—Well, she originated the "loose-leaf" system in the ladies' suit business, you know!

Blindman's Trouble.

"My poor fellow," said the lady, "here is a quarter for you. Goodness gracious, it must be dreadful to be lame, but just think how much worse it would be if you were blind."

"Yer right, lady," agreed the beggar. "When I was blind I was always getting counterfeit money."—Western Christian Advocate.

Her Reason Why.

A matron was confiding her domestic troubles to a friend. "I find," said she, "that my husband has charged some one in his office with the duty of calling me up every afternoon to mumble terms of endearment. That's a pretty way to treat one's wife, isn't it? He's been spending his afternoons at his golf club."

"How was it," asked the friend, "that you didn't, at once notice that it wasn't his voice that called?"

"Well," explained the aggrieved, "I've been pretty busy with bridge every afternoon, and I've been having the maid answer the telephone."

Just a Reminder.

A visitor to the lunatic asylum was approached by an inmate, who begged that his case be laid before a magistrate and his release obtained. The visitor promised to take the necessary steps immediately.

"You will not forget?" asked the lunatic.

"Oh, no."

"You are sure you will not forget?"

"Certainly!"

As the visitor turned to go he received a kick that laid him in a heap several feet away.

"That," said the inmate, "is in case you should forget."

Hancock County Insurance Agency

INSURANCE

IN ALL ITS BRANCHES

Let Us Take Care Of Your Needs

A. A. Seafide,
S. L. Engman, Agents.

Phone 108
Hancock County Bank

GIANT SEARCHLIGHT FOR NEW YORK CHURCH.

Beacon on Spire of Broadway Temple Will Throw Rays 150 Miles Out to Sea.

New York, Dec. 23.—A giant searchlight that will throw its rays 150 miles out to sea will be erected on the spire of the Broadway Temple skyscraper church building to be built on Broadway, at 173rd street, it was announced today.

Final plans for a 24-story building were approved last night, and work on the apartment house section is expected to be completed in time for occupancy next October.

PROCEEDINGS SPECIAL MEETING BOARD OF MAYOR AND ALDERMEN.

State of Mississippi, Hancock County, City of Bay St. Louis.

Pursuant to special call a special meeting of the Board of Mayor and Aldermen of the City of Bay St. Louis was held at the City Hall on Tuesday, December 22nd, 1925, at 5 o'clock P. M.

There were present Mayor G. Y. Blaize, Aldermen W. C. Sick, Edw. Heitzman, L. C. Carver, Secretary S. J. Ladner. Absent: Alderman R. S. Blaize, City Marshal Alb. Jones.

The object of said meeting is as follows: To pay off city employees.

Executed on Aldermen W. C. Sick, 12:00 m.; R. S. Blaize, out of town; Edw. Heitzman, 11:30 a. m.; L. C. Carver, 11:00 a. m.

The following bills were allowed, approved and ordered paid out of the following funds:

CITY.

Felix Fayard, sanitary inspector, sal. ½ mo. \$30.00
 Aug. Taconi, Str. Com., sal. ½ mo. 57.50
 Jos. Capdepon, teamster, sal. ½ mo. 37.50
 Earnest Myers, labor 39.00
 Leo Choina, labor 37.50
 Daniel Farve, labor 39.00
 Emile Adam, labor 39.00
 Albert Cayou, labor 4.00
 Robt. Maynard, labor 12.00

WATERWORKS FUND.

Pedro Monti, W. W. Maintainer, sal. ½ mo. 55.00
 Eddie McKay, labor 45.00
 There being no further business appearing, the Board adjourned.

S. J. LADNER, Secretary.

BONUS OF \$1,744,000 TO FORD EMPLOYEES.

Motor Company to Distribute Extra 8 Per Cent Dividend to Investing Workers.

Detroit, Mich., Dec. 23.—The Ford Motor Company announced today it will distribute \$1,744,000 next month to holders of Ford employee investment certificates. A total of 25,991 persons will share in the distribution, which represents 8 per cent on their investment and brings their income for the year from the certificates to 16 per cent. An 8 per cent return was received last July.

CITY ELECTION NOT FAR OFF.

Although nothing official has as yet been carried, it is understood from expressions of members of the City Democratic Executive Committee that the first city primary election will be held on Saturday, February 13th, and the second a week later. This is conceded by all concerned to be the best date. It precludes the possibility of a long and tedious campaign, will have time and possibly expense to the candidates. The Democratic Executive Committee will meet shortly after the holidays, due notices to candidates given in public print. There appears to be more candidates this year than usually. A perusal of The Echo's announcement column confirms this. This list is long. There possibly might be more to announce later.

French engineers have sunk artesian wells in parts of the Sahara desert, whereby vegetation has been made to grow.

HAVE YOU A BAD BACK?

Then the Advice of a Resident of This Locality Will Interest You.

Does your back ache night and day; Hinder work; destroy your rest? Are you tortured with stabbing pains? When you stoop, lift or bend? Then likely your kidneys are weak. More troubles may soon appear. Headaches, dizziness, nervousness, Or uric acid and its ills. Help your weakened kidneys with a Stimulant diuretic. Use Doan's Pills.

Read this interesting testimony: Mrs. William Scheeler, 2221 Twenty-fourth Ave., Gulfport, Miss., says: "My back ached and pained all day long. Mornings my back was so stiff and sore, I couldn't stoop. I had headaches and dizzy spells and was nervous. My kidneys also acted irregularly. Doan's Pills soon cured the attack."

The above is not an isolated case. Mrs. Scheeler is only one of many in this vicinity who have gratefully endorsed Doan's Pills. If your back aches—if your kidneys bother you, don't simply ask for a kidney remedy—ask distinctly for DOAN'S PILLS, the same that Mrs. Scheeler had, 60 cents at all dealers. Foster-McMillan Co., Mfrs., Buffalo, N. Y.

FEDERAL Defender Cord

IN the Defender Cord is found a big measure of true Federal quality at a surprisingly moderate price. It is a well constructed, good-wearing cord with a safe non-skid tread and yields service, often far beyond heavier cords of other make. It is an unmistakable value—a tire which will prove thoroughly satisfactory and which is constantly winning new credit for its maker.

Edwards Bros.

The Federal Authorized Sales Agency and Sign are a Guarantee of a Square Deal on Quality, Price and Service.

AUTHORIZED SALES AGENCY

FEDERAL EXTRA SERVICE TIRES

Notice To The Public.

In order to conform with the modern trend of doing business, and to give the people most for money, on January 1, 1926, I will do business entirely on the cash and carry basis.

In the meantime I wish to thank one and all for their patronage and solicit a continuance of same. Wishing one and all the compliments of the holiday season.

Respectfully,
JOSEPH di BENEDETTO.

Flowers

Say "MERRY CHRISTMAS" with our Cut Flowers and BLOOMING PLANTS.

We have a choice selection of both at prices to suit everyone.

Adams, the Florist

Pass Christian, Miss.

WANTED TO BUY OLD FARM.

Or vacant tract suitable for dairy and poultry with gulf or stream frontage preferred. Give sketch, particulars, price and terms. Mr. Du Rocher, 2931 Windsor Ave. Chicago, Ill.

UPHOLSTERING

The alterations to his shop having been completed, W. H. Slinger is now fully equipped to give his best attention to all work entrusted to him, and has also added to his stock of coverings in Tapestries, Velvets, Silk Damasks, with best samples from New York and Chicago.

Prices Moderate.

W. I. SLINGER

209 Toule Street.

OPEN THE YEAR ROUND. AMERICAN PLAN

HOTEL WESTON

ON THE BEACH
BAY ST. LOUIS, MISS.

Is completed and now open to the Public. Thoroughly equipped and every modern convenience afforded. CUISINE AND SERVICE UNEXCELLED. Have Sunday Dinner at The Weston. Local as well as transient trade catered to. Inquiries solicited.

THE BAY HOTEL COMPANY.

Typewriter Ribbons at The Echo Office 75c

THIS IS THE REGULAR DOLLAR RIBBON.

Get The Best You Can Do No More

To Specialize is to devote all of your time and effort to the mastering of one line of endeavor, thereby creating a demand amongst your fellow men for your advice and opinion.

THEREFORE:

For an ear ache, get an ear specialist.

For a sore throat, get a throat specialist.

For a diseased tree, get a tree specialist.

Get a specialist, one who knows more about the subject in question than anyone else.

So it is:

If you have FUNDS FOR INVESTMENT get a specialist, one who has studied and concentrated his efforts toward mastering the science of investing Money.

We are Specialists in Investment Securities, we are a local company, we are thoroughly FAMILIAR WITH LOCAL CONDITIONS, and our officers are Investment Bankers of National Standing.

Do not hesitate to call on us, we will be glad to give you the benefit of our experience in making investments, without any obligation on your part.

No order too large. No order too small.

BUY AT HOME

MISSISSIPPI MORTGAGE & BOND COMPANY

Leo W. Seal, Pres.
E. C. Tonsmiere, V.-Pres.
A. L. Jagoe, V.-Pres.

INVESTMENT SECURITIES,
Centennial Bldg.
Gulfport, Miss.

G. E. Williams, Sec.-Treas.
W. B. Monroe, Mgr.

THE SEA COAST ECHO
C. G. Moreau, Editor and Publisher

City Echoes.

—Write it 1926.

—Happy New Year. Make it so.

—1926 means big things for Bay St. Louis and the balance of the Mississippi Gulf Coast.

—Mrs. L. Beach and children, after a visit home for the holidays to her parents, Mr. and Mrs. H. W. Mattox, returned to New Orleans Wednesday morning.

—Misses Iva Baker and Thelma Eagan returned home during the week from a very enjoyable visit to Louisville, Ky., which place they visited Miss Baker's relatives for a part of the holidays.

—Mr. Eugene Bell, well known young man in local social circles, came over from Mobile, Ala., for a week-end, attending a social function at the Bay-Walton Yacht Club Saturday night, and registered at the Hotel Weston.

—Mr. Albert Mallard, former Bay St. Louis resident, but now of Biloxi, where he is prominently connected both in business and social circles, was a week-end visitor to Bay St. Louis. This splendid young man is popularly known along the Gulf Coast.

—Mr. and Mrs. George R. Rea returned home Sunday evening from their overland trip to Weston, Miss., on a visit for the holidays to their parents, Mr. and Mrs. J. S. Rea. The trip was made in the family big Packard car and proved a journey of much pleasure to all.

—Both Bay St. Louis banks have held their annual meeting and declared the usual dividend, with surplus. Both banks have kept stride with the rapid development and material advancement of Bay St. Louis and have expanded accordingly.

—Miss Valmae Sauter, accomplished daughter of Mr. and Mrs. Harry Stuart Sauter, who has been spending the holidays at home, will leave for Columbus, Miss., on Sunday. Miss Sauter is a student at the Mississippi State College for Women and is very loud in her praises of the college.

—Mrs. C. C. McDonald, president of Alpha Omicron Pi, left this morning for an extensive trip of inspection to the different chapters of the college fraternity which she heads. The trip will be along the Pacific Coast, from California going to Oregon and Washington States. She will be gone several weeks.

—Dr. Denegre, general dean of the Tulane Medical School, and Dr. E. A. Bechtel, dean of the Tulane University, academic department, were visitors to Bay St. Louis during the week at "Cedar Point Cottage," the residence of Dr. R. S. Cocks, who has been confined to his house by illness for many weeks.

—Mr. and Mrs. Eugene Davis and little Iris are here from Memphis, Tenn., spending the holidays with their mother, Mrs. Pen Davis, in Carroll avenue. Mr. Davis is in the Railway Mail Service, now stationed in Memphis. Before returning home they will spend some time with Mrs. Davis's mother, Mrs. Holloman, in Logtown.

—Mr. and Mrs. Harry Upham, of Panama City, Fla., are visiting the latter's mother, Mrs. J. H. Bouslog, and sister, Mrs. Donald Marshall, and family, for the holidays. We understand Mr. Upham has sold his orchard and valuable land holdings in Florida to quite an advantage. Mr. and Mrs. Upham are local favorites and their visit is always a source of pleasure.

—John Monti, son of Mr. and Mrs. A. Monti, with Mr. and Mrs. F. E. Goldwater and son, made a trip to New Orleans Sunday evening by way of Baton Rouge and stopping over night at Convent, La. They continued their journey to New Orleans early Monday morning, which trip was delightful and of individual enjoyment to the entire party.

—Mr. and Mrs. Roland Weston and interesting baby are at Logtown, from Portland, Oregon, on a visit to Mr. Weston's parents, Mr. and Mrs. John H. Weston, and plan to remain until the latter party's present month. They have been the recipients of one almost constant round of social attention since their visit and it will be with regret when their departure will be taken for the far-off Pacific Coast.

—Our townspeople, Mr. and Mrs. Thos. P. Hale, and family have had the supreme pleasure of a holiday visit from their son, Theodore, a prominent and successful attorney of San Francisco, Cal., who left for his far-off Pacific Coast home Thursday morning. Attorney Hale visits here annually when his practice permits, and he is always welcomed home, not only by parents and the family but the various townspeople and other local friends.

—Mr. Russell Manieri reached Bay St. Louis Wednesday from Memphis, Tenn., where he was recently married, and left a day or two later for Hialeah, Florida, after a holiday visit to his parents, Mr. and Mrs. A. Manieri, and family. He has formed a co-partnership and will soon enter business in his new Florida home. A Bay St. Louis boy, ambitious and energetic, he will no doubt make quite a success and local friends will be glad to learn of his entry into business.

—Judge and Mrs. Eastman, for many years one of the most charming beach homes, in former years known as the Dugazon Villa, reached here from Chicago during the week and will remain until after the holidays. They are registered at the Hotel Weston. The Eastmans' visit here every winter, the Judge, a very busy man, arranges to get away every season from his multitudinous affairs. Judge Eastman, who is a personal friend of President McPherson of the Illinois Central Railroad, quotes the railroad president as saying the I. C. has not as yet scratched the Gulf Coast and its many resources and possibilities as to its development as the premier winter resort of the country, that shortly great projects will be well under way.

—Mr. Leo Fahey, studying for the priesthood at the seminary near St. Louis, Mo., came home for the holidays, visiting his mother, Mrs. L. P. Fahey, and family. Mr. Fahey, who is one of the sub-deacons participating in the ceremony incidental to the Christmas midnight mass at the Church of Our Lady of the Gulf, Bay St. Louis. He will be ordained this year and the Bishop has named him as a sub-deacon.

—The Echo hopes the City Council, in regular session this afternoon, will pass an ordinance or take other steps to prohibit children skating on the newly-paved streets. It is dangerous to the skaters and a menace to automobile driver. Both should be considered. We feel certain the Board will take action in the premises.

—The day for final hearing on the acceptance of plans and specifications for the Bay St. Louis bridge is set for next Friday, at the county courthouse, under auspices of the U. S. Department of Engineers, headquarters at Mobile. This is the final formality, before bids for actual construction will be asked, after that we expect to carry the advertisement seeking bids in The Echo columns. The subject of building the Bay St. Louis bridge is getting to be a most interesting point.

—Rev. W. E. Dakin, new pastor of Christ Episcopal Church, was a guest of the Rotary Club Wednesday night and delivered a short and interesting address, stating how glad he was to have come to the Gulf Coast and all that he aimed for was to become a good and useful citizen—of which we know there is no doubt. He was liberally applauded. Senator Marshall, number, delivered another of his excellent talks on the occasion of his leaving this week for the Legislature at Jackson.

—Have You Tried It? This is the Only Genuine and Original BLACK DRAUGHT Liver Medicine. COSTS ONLY ONE CENT A DOSE.

City Echoes

—Master W. L. Bourgeois reached home yesterday from Purvis, Miss., where he spent part of the holidays visiting friends.

—Mr. and Mrs. R. de Montluzin and son, Rene, have returned from New Orleans, where they spent part of the holidays.

—Mrs. E. J. Leonhard and the Misses Edwards are spending today motoring on the Gulf Coast, visiting relatives and friends at Gulfport.

—Mrs. Juanita Hicks is here from Richmond, Va., visiting at the home of her mother, Mrs. G. Telhard, in Uman avenue, and part of the time friends in New Orleans.

—Mr. John Osoinach left Thursday afternoon for Memphis, Tenn., where he is spending a while visiting at the homes of his sons, A. J. Osoinach and Henry W. Osoinach, and their respective families.

—Mr. and Mrs. Christian Capdevielle and family are in New Orleans spending the holiday season with relatives, to return home in time for the 25 opening session of the local college and academy.

—The Chamber of Commerce, of the Chamber of Commerce, has sent out notices to the members of the board of directors, calling a meeting at the Chamber's headquarters, on Tuesday, January 5th. A full attendance is urged.

—Mrs. E. J. Lacoste is entertaining this noon at a bridge luncheon at the Weston Hotel, in compliment to Mrs. Upham, of Florida, guest of Mrs. D. Marshall, and Mrs. G. Kaemmerling, of Philadelphia, guest of Mrs. Winfield Partridge.

—The work of putting on the final surfacing coat on Front street, from the Peerless factory site, and working southward, is progressing rapidly. In fact, the work of paving over the city is progressing rapidly and satisfactorily.

—A newly arrived daughter is the latest acquisition to the family of Mr. and Mrs. Robt. W. Taylor, at their home, 8001 Hickory street, New Orleans. The Bay St. Louis and other friends of the Taylor and McGinn families will learn of this news item with interest. This is the first daughter born to a family of three boys.

—The Echo hopes the City Council, in regular session this afternoon, will pass an ordinance or take other steps to prohibit children skating on the newly-paved streets. It is dangerous to the skaters and a menace to automobile driver. Both should be considered. We feel certain the Board will take action in the premises.

—The day for final hearing on the acceptance of plans and specifications for the Bay St. Louis bridge is set for next Friday, at the county courthouse, under auspices of the U. S. Department of Engineers, headquarters at Mobile. This is the final formality, before bids for actual construction will be asked, after that we expect to carry the advertisement seeking bids in The Echo columns. The subject of building the Bay St. Louis bridge is getting to be a most interesting point.

—Rev. W. E. Dakin, new pastor of Christ Episcopal Church, was a guest of the Rotary Club Wednesday night and delivered a short and interesting address, stating how glad he was to have come to the Gulf Coast and all that he aimed for was to become a good and useful citizen—of which we know there is no doubt. He was liberally applauded. Senator Marshall, number, delivered another of his excellent talks on the occasion of his leaving this week for the Legislature at Jackson.

—Have You Tried It? This is the Only Genuine and Original BLACK DRAUGHT Liver Medicine. COSTS ONLY ONE CENT A DOSE.

BIG REALTY DEALS—MAIN STREET SALES.

Mrs. Fahey Sells Business Site. The outstanding real estate deal of the week was that of the property in Main street, near postoffice, owned by Mrs. Lena D. Fahey and occupied by Mann, jeweler, and Singleton, presser, to Dr. A. A. Kergesen, for a cash consideration of \$9,000.00. The land measures 50x200. The buildings are old and dilapidated. It is understood a new two-story business brick building will be erected thereon in the immediate future.

Judge Breath Sells Home. The dwelling of Judge J. A. Breath, almost opposite the above-mentioned property, was also sold during the early part of the week, Dr. Ward, of Biloxi, the purchaser. The price paid is 12,500.00. The Judge and family will vacate the building in thirty days. It is an admirable business location. The new three-story Masonic temple is on one side and the Edwards Bros. Ford agency brick building on the other.

SENATOR MARSHALL URGES REPEAL OF STATE'S TAX LAWS. The most important speaker at the weekly luncheon of the Pass Christian Rotary Club was Carl Marshall, State senator from Bay St. Louis. Mr. Marshall talked on the income and inheritance tax problem. He urged the local club to adopt a resolution to repeal the tax law and to appoint a committee to forward copies of the resolution to the local representatives and senators in the Legislature, urging them to fight for the repeal of the law. When asked whether to vote to repeal the law or right or to modify it, he replied that "if we cannot do away with it completely we will do the next best thing." A committee composed of L. H. Barksdale, E. J. Adams and Dr. Robertson was named.

Mr. Marshall took Florida for an illustration and stated that that state used the same form of government that the United States used in its early days when it succeeded in getting the cream of the world to settle there, and declared Florida is getting the cream of the United States because of its laws. If Mississippi would repeal its tax laws the movement to the South will become general. E. J. Adams also made a short talk. The attendance was good, in spite of the intense cold.

POWER COMPANY WILL PAY QUARTERLY DIVIDEND. Gulfport, Miss., Dec. 31.—That Mississippi Power Company will pay on January 1 the regular quarterly dividend of \$1.75 per share on its cumulative preferred stock was made known here today by Barney E. Eaton, president of the company.

Several hundred dividend checks will be mailed by the company's investment department on December 31 to stockholders of record on December 19, residing in all sections of the State.

The company has enjoyed a large sale and wide distribution of this security and is much gratified with the response of the people of Mississippi to the opportunity which it affords for investment in a home institution. Proceeds from the sale of this stock are being used to construct permanent improvements, extensions and additions to the company's system, principally high-powered transmission lines to bring hydro-electric power into cities and towns which it serves. Thus both the principal and dividends from Mississippi money are kept at home; the principal being put to work building up the state and producing dividends as the fruits of its labor.

The sale of the stock will continue indefinitely, company officials stated. The present price of \$98.00 and accrued dividend per share, however, is subject to change without notice. At that price the yield is 7.14 per cent.

The BULL'S EYE



America is Safe with "Bull" Durham

A gang of Scientists left on a Boat for a year's cruise to study queer kind of Fish in the South Atlantic Ocean. They should have stayed here in New York and went to see and hear what I did the other day, a real Red Bolshevik meeting. They would have seen queer looking Fish there, Suckers, Eels, Flounders, Bullheads, and every Guy that got up was a big mouth Bass. They denounced everything in America, The Weather, The Constitution, White Gloves for Pall Bearers, Mah Jongg, Lower Taxes, Suspenders, Cross Word Puzzles, Shower Baths, League of Nations and Ice Cream Pies. After looking them all over I found what was the matter with them. There wasn't a one of them knew enough to roll his own. How are you going to improve on a Government if you don't know that much. Every man you see pouring "Bull" Durham into his paper, you can bet he is satisfied with America, because its the old right down to earth Americans that do it.

P. S. There is going to be another piece in this paper soon. Look for it.

The Rogers

45 YEARS OF PUBLIC SERVICE. 2 BAGS for 15¢ make 100 cigarettes. THE WORLD'S BEST CIGARETTE.

"BULL" DURHAM. Guaranteed by The American Tobacco Co. INCORPORATED. 111 Fifth Avenue, New York City.

HOTEL WESTON. A. C. Weston, W. C. Otis, C. L. Weston, J. L. Weston and family, T. E. Schmitt, J. B. House, Miss Adell Casanova, Miss D. Evans, C. Weston, Logtown, Miss. F. P. Cassidy and daughter, Dr. A. A. Kergesen, Lewis, W. V. Yates, Mrs. E. J. Leonhard, Mrs. W. V. Yates, Mrs. E. J. Leonhard, Mrs. J. de Montluzin, C. T. Borman, Philadelphia, Pa.; E. L. Bell, G. A. Martin, Mobile, Ala.; Walter Holloway, J. D. Holloway, Ocean Springs, Miss.; Mr. and Mrs. H. C. Thompson, Memphis, Tenn.; V. C. Tyler, Pleasanton, Miss.; R. H. Love, Kilm, Miss.; Mrs. G. Kaemmerling, Philadelphia, Pa.; Mrs. E. Borden, Houston, Texas; Mr. and Mrs. C. C. Close, Little Rock, Ark.; Ed. Blanks, Jackson, Miss.; C. P. Huggins, Biloxi, Miss.; S. H. Davis, Mrs. E. L. Stokoe, Mrs. C. J. Barrow, Miss Emma Lou Stokoe, E. L. Selby, Gulfport, Miss.; Miss Jean Hutton, Miss Rosemary Hutton, Rock Island, Ill.; C. F. Brandett, Franklin, Ky.; Sam E. Boyd and family, Columbia, Miss.; Mrs. M. I. Noel, Hattiesburg, Miss.; C. D. Clavier, E. C. Gaines, A. B. Cunningham, Mrs. P. R. Ferguson, Fred McCab, B. Logan, Charlie Swoop, Marjorie Swoop, B. A. G. Tebo, New Orleans, La.

Rotary Supper: E. J. Leonhard, C. G. Moreau, R. C. Engman, Dr. C. M. Shipley, Dr. J. A. Evans, C. C. McDonald, J. O. Spaulde, S. F. O'Neal, O. R. Lee, Carl Marshall, C. G. Moore, Jno. Osoinach, Dr. Grayson, S. W. Drackett, F. P. Cassidy, Mrs. H. U. Canby.

NOTICE OF ELECTION. Official notice is hereby given that, in conformity with the law governing same and as ordered by the City Democratic Executive Committee, a Democratic primary election will be held in the City of Bay St. Louis, Miss., on SATURDAY, FEBRUARY 13, 1926, for the position of Mayor, Secretary, Assessor and Tax Collector. Forwards to the City of Bay St. Louis, Miss., on SATURDAY, FEBRUARY 13, 1926, for the position of Mayor, Secretary, Assessor and Tax Collector. Forwards to the City of Bay St. Louis, Miss., on SATURDAY, FEBRUARY 13, 1926, for the position of Mayor, Secretary, Assessor and Tax Collector. Forwards to the City of Bay St. Louis, Miss., on SATURDAY, FEBRUARY 13, 1926, for the position of Mayor, Secretary, Assessor and Tax Collector.

Telephone subscribers now receive more for the money they spend for telephone service than for any comparable service or commodity.

A Million Dollars For Mississippi

MORE than \$1,470,000 will be expended for additions, extensions and replacements to Mississippi's telephone service during the year 1926.

This is one of the largest telephone construction programs ever undertaken in Mississippi during one year. It follows closely our policy of building in advance to keep pace with the growth and progress of the State.

It is estimated that more than 3,450 new telephones will be added to the Bell System in Mississippi this year.

Such enormous additions and expansion makes the service indispensable to every community and more valuable to every individual user.

W. A. DEALE, Mississippi Manager

"BELL SYSTEM"

CUMBERLAND TELEPHONE & TELEGRAPH COMPANY

One Policy, One System, Universal Service

Mississippi Legislature MEETS IN JANUARY

Subscribe For

THE CLARION-LEDGER, Jackson, Miss.

MISSISSIPPI'S HOME PAPER—

The Paper that "Prints all the News that is fit to Print and Prints It First."

\$1.25 FOR THE DAILY AND SUNDAY **\$1.25**

During Entire Session.

Keep Posted on the Legislature. Keep Posted on Politics. All of the News of Jackson, Mississippi and the Nation.

Underwood Typewriter Ribbons, at THE ECHO Office, 75 cents.

Mississippi Power Company

Notice of Declaration of Dividend

Cumulative Preferred Stock

The regular quarterly dividend of \$1.75 per share on the preferred stock of Mississippi Power Company has been declared, payable January 1, 1926, to stockholders of record on December 19, 1925.

Robt. M. MacLethie, Treasurer.

FOR SALE. One National Touring, 6-cylinder, 7-passenger; perfect condition; five good tires. Will sell at a sacrifice. C. E. ARCENEAU.

NEW EQUIPMENT FOR FORD CARS.

Wind shield wings, glycol curtains and top boot are being added to the items of special equipment manufactured by the Ford Motor Company. The first public display of this equipment will be during the Ford National Show Week, January 9-16.

These specialties are not "extras," but have been so designed by Ford engineers as to become actually part of the car. Stamped with the trade mark of the company, in its familiar script, the equipment has the identity of genuine Ford parts and is held to the same standard of quality as the car itself. Behind the miles extensive experiment to determine the type and construction best adapted to Ford cars; experiment which was unhindered by any compromise necessary to permit adaptation to some other kind of car.

The introduction of these specialties conflicts in no way with the company's policy of refraining from dictating to a purchaser the amount of equipment he must buy with his car. Those to whom economy is the principal consideration will in future, as in the past, be able to purchase Ford cars in which the standard equipment will include only those features essential to satisfactory operation. On the other hand, to those who are interested in the completely appointed car will be available specialties produced according to the same standards of quality which are incorporated in the car itself.

Patronize Home Industry

PRINTING DEPARTMENT OF The Sea Coast Echo

Designers and Printers of BEST PRINTING

Plenty of New Type Faces and other mechanical equipment.

Echo Bldg., Bay St. Louis, Miss.